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PROGRAM Independent Network News STATION WDCA TV
Syndicated

DATE May 31, 1982 1:30 AM CITY Washington, DC

SUBJECT CIA Hiring

BILL JORGENSEN: Our unemployment rate may be high nationwide, but at least one agency in Washington is running help wanted ads on radio and in newspapers.

And Jim Mitchie [?] reports on the CIA's hiring campaign.

[Clip of CIA ad].

JIM MITCHIE: The CIA has adopted the old American sales pitch on radio and in newspaper ads to recruit new employees. Until recently, the super secret agency did most of its recruiting very discretely on selected university campuses. But times obviously have changed, since the mid and late 1970s, when the CIA Image was tarnished with reports of drug testing and spying on unsuspecting Americans.

The number of new employees needed is, of course, classified. But CIA personnel director Gene Wilson says public response is good.

GENE WILSON: We have -- on an average we receive maybe a thousand resumes across the country in our various offices. And so what we're doing more than anything is the people come in already sold on the fact that they would like to work for an intelligence agency. Part of what we're trying to do with the applicants is explain what an intelligence agency does.

MITCHIE: And how do young people, potential applicants, react to the CIA's new advertising campaign?

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MAN: I don't really know what to think about it as yet.

SECOND MAN: The whole problem is I wonder how many jobs there are. According to the newspaper reports, there are only about two jobs for every thousand applications.

WOMAN: It's a little surprising. Everyone's advertising nowadays, I guess.

MITCHIE: Surprise, bewilderment. These seem to be the reactions of most young people to the CIA's new Madison Avenue style recruiting program. Nonetheless, judging by the CIA's reports of hundreds of applications, it does appear to be working.

Jim Mitchie, Independent Network News, Washington, DC.